

**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of claims:**

1. (original) A method of merchandising both death care products and death care related products; said method comprising:
  - (a) providing a plurality of similar modules, said modules being arranged in proximity to other similar modules;
  - (b) displaying in at least one of the modules death care merchandise selected from the group consisting of caskets and coffins, miniatures thereof or sectional portions thereof; and
  - (c) displaying in at least one of said similar modules, death care related merchandise selected from the group consisting of printed materials, videotape or film, CD, DVD, videotape, keepsakes and floral arrangements.
2. (original) The method of claim 1, wherein the printed matter includes cards, stationery, books, pamphlets and literature.
3. (original) The method of claim 2, wherein the cards and stationery are displayed in one of said modules and the books, pamphlets and literature are displayed in another of said modules.
4. (original) The method of claim 3, wherein at least one electronic media selected from the group consisting of videotapes, audiotapes, CD and DVD are displayed with modules which displays the books, pamphlets and literature.

5. (original) The method of claim 1, including the step of providing a module in which only keepsakes are displayed.

6. (original) The method of claim 1, including the step of providing a module for displaying information only, said information being in the form of books, brochures and visual printed or photographic material.

7. (original) The method of claim 6, wherein the step of providing said module includes the step of providing a cabinet in said module to store additional copies of said books or brochures.

8. (original) A death care merchandising system including a plurality of similar modules;

at least one of the modules displaying death care merchandise selected from caskets and coffins, miniatures thereof or selections thereof;

at least one other module for displaying death care related merchandise;

at least one other module including plastic shelves or holders to display at least one item selected from the group consisting of printed materials, videotape or film, CD, DVD, audiotapes, keepsakes and floral arrangements.

9. (original) The death care merchandising system of claim 8, further comprising a module only for displaying said keepsakes.

10. (original) The death care merchandising system of claim 8, further comprising a module for displaying information only.

11. (original) The death care merchandising system of claim 10, wherein said information is in the form of printed material, and polymeric shelves and a literature holder are provided in said module to hold said printed matter.

12. (original) The death care merchandising system of claim 8, wherein at least one module is provided to contain a display of materials to personalize the interior or exterior of the casket or coffin.

13. (original) The death care merchandising system of claim 12, wherein the materials to personalize include an emblem or casket corner, the modules further including a shelf and angular bracket to display said emblem or casket corner.

14. (original) The death care merchandising system of claim 12, wherein the material to personalize is interior fabric for the casket or coffin, and the module includes a shelf for displaying, said fabric, said shelf comprising a protrusion extending from said shelf such that the shelf is angled away from said module.

15. (original) The death care merchandise display system of claim 8, further including at least one shelf for display, or floral arrangement, said shelf having an aperture through said shelf.

16. (original) The death care merchandise display system of claim 15, wherein said aperture is of a size and shape to receive at least one of a vase, an individual stem of a flower or an arrangement of stems of flowers.

17. (original) A system of display shelves or holders, said display shelves or holders being formed of a polymeric material, the shelves or holders being configured so as to have at least one end insertable into slots in a slot wall, the shelves or holder also including at least one inwardly extending protrusion to engage the slot wall with the shelves or holder to be angled away from said slot wall.

18. (original) The system of claim 17, wherein the polymeric material is transparent.
19. (original) The system of claim 17, wherein at least one shelf is provided with a movable bookend section.
20. (cancelled)